



How a Small Business Can Harness the Power of Social Media

Has your business tweeted or posted on the 'gram this week? How many likes and new Facebook followers do you have?

For small business owners, the thought of squeezing additional time into their already jam-packed workdays is absurd. And who has the extra cash flow to hire a social media manager?

But the valuable lead generation and opportunities for customer connections on social media are incredible-and have been proven to add dollars to your bottom line. If your small business struggles to figure out how to implement [social media management in Salt Lake City](#), you are not alone. Here are a few key ways to succeed in social media management.

Plan and Commit to it

The first step towards success is to decide on a plan and stick to it. Research social media management online and set goals that work for you, such as posting on Instagram every other day or creating a Facebook page with 1,000 followers by year's end.

Access what your local competitors are doing and evaluate if it's working. Feel free to start small, with only two or three networks to begin with. You can even utilize automatic cross-posting, such as Instagram's link to Facebook, which saves additional time.



But even taking 15 minutes a day to monitor your accounts will have you on the right path to successful social media management. Once you have a strategy in place, commit to it!

Get Some Assistance

If you need some help making your social media management a reality, consider a service that saves you time. Several platforms allow you to manage multiple accounts from one place, schedule posts and keep accurate online interaction reports.

Some popular tools include Hootsuite, Buffer, and Sprout Social. These services aren't free, but they can significantly reduce the time you spend managing your social media accounts.



Another great aid in social media management is freelance content creators. A local freelancer in Salt Lake City or help from an online site such as Upwork can quickly create content like blog

posts, graphics, and videos. You can choose what you need assistance with most and review their effectiveness without hiring actual staff.

Zero in on Quality

As you enact your social media management, focus on the quality of your content rather than quantity. It's better to post a helpful and attractive photo to those in your feed three times a week rather than throwing up random images daily.



For blog posts, make sure your articles are factual, trustworthy, and support your reputation as an expert. Stay away from controversial subjects like politics and religion (unless that's your industry) and keep personal comments appropriate. A few crazy tweets can wreck a reputation more than an absence on social media.

Social media management in Salt Lake City and beyond can greatly help your business when it's done in a positive, targeted way.

Help People

Lastly, when planning content, pursue the goal of being a force for good in your community. Don't just try to sell your services continually. Solve people's problems, and they will look to you in the future when they need help. And will pay you for it!

Social media management is a unique way of increasing your client base. It's not direct sales, where you put out advertisements, mailers, or cold calls to reach people. On social media, you gently attract customers to YOU. For example, a blog post informing homeowners how to prepare their roof for winter could help customers of a roofing company.



The goal is that readers share your posts and images, with the result of increasing brand awareness, customer retention, and visitors to your website. Small businesses in Salt Lake City are using their platforms to help the community and themselves.

Social media management is a powerful tool that can add value to your company. Just get out there and harness that power today!

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